



Minister Mike Nixon
Department of Tourism & Culture
Government of Yukon
Box 2703
Whitehorse, Yukon Y1A 2C6

December 15, 2014

Dear Minister Nixon:

At the Tourism Marketing Committee (TMC) meetings held on May 12, 2014 and October 21, 2014, the committee identified a number of priorities that we recommend for Tourism Yukon marketing programs. These priorities have subsequently been reviewed and supported by the board of directors for the Tourism Industry Association of the Yukon.

I have attached a summary of the recommendations for your consideration, and I look forward to a response by the Department of Tourism and Culture.

Please do not hesitate to contact our Executive Director, Blake Rogers, should you have any questions or clarifications.

Sincerely,

A handwritten signature in black ink, appearing to read "Neil", is placed below the word "Sincerely,".

Neil Hartling,
Chair

Cc: Jeff O'Farrell, Deputy Minister, Department of Tourism and Culture
Pierre Germain, Director of Tourism, Department of Tourism and Culture



Appendix A – Tourism Marketing Committee Recommendations, May 12, 2014 & October 21, 2014

The following recommendations were made by the Tourism Marketing Committee during the meetings on May 12, 2014 and October 21, 2014:

- 1. The TMC recommends that the Department of Tourism and Culture approach the Canadian Tourism Commission (CTC) to develop a strategy to ensure more Yukon content that acknowledges the Yukon as an Aurora Borealis viewing destination is used by the CTC. The social media team should be contacted to discuss this matter, and should also be provided with strong content to use. Due to recent staff turnover, a CTC fam tour would be particularly helpful.**
- 2. The TMC recommends that the Department of Tourism and Culture maintain an ongoing dialogue with air service providers regarding flight schedules, and their compatibility with international flights to and from Yukon’s gateway cities. The TMC requests that the Department provide an update to the industry whenever developments come to light. Air access has a large and distinct impact on visitor numbers.**
- 3. The TMC recommends that the Department of Tourism & Culture explore increased expenditures on winter marketing. More winter content should be included in the vacation planner, and a winter-centric TV campaign would be of great benefit. *The TMC acknowledges that since this matter was discussed at its meeting on May 12, the marketing budget has generously been increased, and the YukonNow project has been launched. TMC looks forward to the implementation of this campaign.***
- 4. The TMC recommends that the Department of Tourism and Culture continue to explore Asian, and particularly Chinese, markets. *As was recommended by the TMC, a forum that included experts on the Chinese market was facilitated in November by the Departments of Tourism and Culture and Economic Development, as well as TIA Yukon. This forum was a welcome announcement, and the TMC looks forward to the continued exploration of Asian, and in particular, Chinese markets.***



5. The TMC believes that social media is an important marketing tool for the territory. Concerns have been raised that many of the festivals and events that took place this year were not adequately promoted through social media by Tourism Yukon during or after the event. It is understood that this may be due to an overlap of vacations at both the Department, and Outside the Cube. A strategy to avoid such lapses of coverage for future events should be implemented. Further, a strategy should be developed to ensure that the experiences of visitors who are winners of contests funded by Tourism Yukon are consistently shared on social media.
6. The TMC knows that Yukon resident travel is an important source of tourism revenue for the tourism industry. Pursuant to the draft Tourism Branch Annual Strategic Plan for the 2015-2016 fiscal year that was presented at the TMC meeting on October 21, the TMC recommends that the Department of Tourism and Culture present on the methods it is using to “support Yukon communities and businesses to take advantage of resident visitation”, as is stated in the draft plan.
7. The TMC believes that the training that the staff at Yukon Visitor Information Centers (VICs) receives has a direct and distinct impact on visitor experience. The TMC recommends that the Department of Tourism and Culture work with industry to develop a component of annual staff training that helps VIC staff familiarize themselves with other attractions in their own communities and other Yukon communities. Doing so will serve to better the visitor experience, and also has the potential to increase visitors’ length of stay.
8. The TMC recommends that the Department of Tourism and Culture update the TMC on the Tourism Branch Annual Strategic Plan for the 2015-2016 fiscal year with insight into how it will be implemented from a marketing perspective. Specifically, the TMC would like to better understand the role of units within the Department of Tourism and Culture, as well as other Departments, in this implementation.
9. The TMC recommends that the Department of Tourism and Culture develop an official policy for FAM Tours.
10. The TIAY board supports the YukonNow project as presented.